

**PROFILE:****Names:** Camille Katona & Stephanie Spence**Category:** Make-up**Country:** Canada**Discipline:** Age-inclusive beauty**LinkedIns:**<https://www.linkedin.com/in/stephaniebairdspence?originalSubdomain=ca><https://ca.linkedin.com/in/camille-katona-49756045>**IN-TREND'S TAKE:****Who?:** Co-founders of 19/99 Beauty**What?:** Age-inclusive and creative expression-focussed makeup brand from Toronto.**Why?:** Changing the landscape for age-agnostic beauty by bringing play and color back into a category that has fallen into being fear-driven or solution-focused. Speaking to the mature market via cream formulas and non-transfer techniques – not muted colors and 'anti-ageing' ingredients.**INTERVIEW:****Date of interview:** 11/07/24**Please could you tell us about your beauty experience and the journey to 19/99?**

We both started at Bite Beauty as part of the founding team and were with the brand through the LVMH acquisition, falling in love with makeup more and more. We then moved as a pair throughout our careers and over time we noticed that there was not enough age empowerment in the industry. I'm really close to my mom and didn't see her represented anywhere. I was trying to figure how can we shift ageing in a space that was doing the industry research and thought there was room for a business like that. There's a bit of this gap in the market for an expressive fun brand that includes people of all ages.

**Do you think the industry has shifted since you started this brand or do you still think it's still quite flaw driven?**

It's definitely shifted a bit. I remember when we started, in 2016, putting together presentations and not being able to find many pictures of women wearing makeup over a certain age. We are seeing more now but it's still very much one sided: it's a no makeup makeup 'perfect' older woman that just looks grey. There's still room for more accurate representation and authenticity. When Instagram first launched, it was so exciting to see all the different perspectives but as social grows we start to see everyone trying to fit into the same look.

Make-up

Inclusivity

Canada

**From a formulation point of view, what is the process when targeting your mature consumer and younger consumer or have you stuck to formulations that you would've used at Bite for example?**

We work really closely with Simone Otis who is a working makeup artist for over 30 years. She started out working for Pat McGrath and has worked really closely with us on product development. She's been really helpful in ensuring that the textures we're creating work across skin types and obviously we're formulating more for our mature skin because its texture is more complex. A lot of our formulas are based and those work on a smooth and those work for us in textures. In terms of shade development, that's where we pay attention less attention to a typical age perspective.

**Are there any pain points when you're formulating with this mature consumer in mind? You said the texture of the skin does change. Are there any other concerns you've noticed?**

Not really. There's more room with the cream product as it applies better, wears better, but then it also, moves around more on mature skin. There is a bit more education we need to do. For example, our pencils are multiuse, eyes, lips, cheeks, it's super comfortable. I'm wearing full lipstick but also wear this orange liner. But on mature skin there's going to be more transfer there so we've developed tools to help with that. We have a little setting powder that you could set the color to modify it so you can be a bit more a detailed with setting powder vs full face. It takes a bit more education I think for applying makeup to an older consumer because you might have more texture and more folds and just how you want to apply makeup or where you want to keep it in place.

**What about these new routines that are impacting makeup, like the Skinification obsession. how does this come into play with an older consumer and the ant-ageing narrative?**

We don't believe in a lot of marketing within the beauty industry and we don't want to put anything in our product that is not performance-based. For example, we're not going to put mango seed butter in our mascara just for marketing purposes.

I think more for something that applies all over the skin then yes you can put some active ingredients but when it comes to color cosmetics, the majority of the formula is going to be either pigment or wax based. At the same time, we just really want be authentic and transparent.